



Baby-Friendly Hospital Initiative (FY02-2105)

Impact

Intensive education at this Medical Treatment Facility for new mothers and hospital staff increased breastfeeding in the early postpartum period beyond the goal of 75%. Breastfed infants are healthier and less expensive for families and for the healthcare system.

Description

The goals of this initiative were to exceed Healthy People 2010 goals for population breastfeeding (75% in the early postpartum period, 50% at 6 months of infant's age, and 25% at one year of age) and to improve duration of pumping in the NICU. The purpose of this initiative was to provide 100% of postpartum ward personnel with breastfeeding training. This training helped to remove organizational impediments to breastfeeding.

Outcomes

Outcomes of this initiative were positive. The new breastfeeding pumps provided to the NICU were consistently used. The hospital exceeded the 75% goal of breastfeeding in the early postpartum period and efforts were being made to track breastfeeding at the six-month and one-year well baby checks via CHCS.

Innovative Features

This initiative increased the number of infants that were breastfed in the early postpartum period through intensive staff education.

Lesson Learned

- Changes to commonly accepted hospital practice require a great deal of effort from committed personnel.
- Change must be from both the top down (the adoption of new policy and support from senior leadership) and from the bottom up (buy-in from the front-line care providers and education for staff and patients).